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## The Educational management - social networking and effect of globalization: positive & negative

Toshpulatova Ismigul Askarovna  
Djizzakh State Pedagogical University  
[toshpulatovaismigul2@gmail.com](mailto:toshpulatovaismigul2@gmail.com)

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**Abstract:** This article is written about the global social network system and the impact of the globalization process on the education management system. Because, during the pandemic, in all countries of the world, especially in my country where I live, the educational management process was transferred to the online system, and the globalization process also began to accelerate compared to previous years.

**Keywords:** University, management, organization, online & offline education, globalization, social networking, school, undergraduate, model, theory, pandemic period.

### Define Of Educational Management

Educational Management is a field which is concerned with the operation of educational organizations. It is the process of planning, organizing and directing activities in a school, effectively utilizing human and material resources, in order to accomplish the school's objectives. It is divided up four sides:

1. Management
2. School as an organization
3. Leadership
4. Guidance

### Education

Is the main change agent in developing and developed societies. As a result, the management of educational organizations is regarded as one of the most important management perspectives. Basically, educational management is a discipline with respect to the management of educational organizations and since this field of study has been developed on the premises of other resolutely established disciplines, there is not a unique statement to set out this subject of study. Cuthbert (1984) classified educational management theories to five groups including analytic-ratsional, pragmatic-ratsional, political, phenomenological and interactionist models: formal, collegial, political, subjective, ambiguity and cultural models of educational management.

### Networking

Can refer to the practice of connecting computers and other devices to share resources or information. It can also describe the process of building and maintaining professional relationships for career or business purposes. Why is Networking important? Professionals use networking to expand their circles of acquaintances, find out about job opportunities in their fields, and increase their awareness of news and trends in their fields or the greater world. It helps a professional keep up with current events in the field and develops relationships that may boost future business or employment prospects.

### **Social networking**

Involves using online platforms or services to connect and interact with others, sharing information, interests, and activities. Examples include platforms like Facebook, Twitter, and Instagram, where users can create profiles, share content, and engage with a network of friends, family, or acquaintances. Expanding your social network beyond your familiar circle of friends can have surprising benefits, as social networking activities become socioeconomic opportunities, bringing fresh ideas through shared information and unexpected opportunities in the form of a job, an apartment, even a partner. Social networks provide limitless opportunities to connect with others who have cultural, political, religious, and other interests similar to your own. The Internet provides tools for cultivating, managing, and capitalizing on those networks, allowing you to form an initial relationship with someone you've never met in person, who not only enhances but could, in fact, change the direction of your life.

### **Globalization**

Is a term to describe the global spread of ideas, people, and knowledge. This phenomenon results in the integration and interaction of global markets, institutions, and governments. In addition, globalization may be categorized by type, and those operating in global markets should be aware of these types.

- Political globalization (involves countries' policies that promote the globalization of governments, economics, and culture)
- Economic globalization (defines the internationally connected free markets and trade, as well as the global movement of people, education, business)
- Cultural globalization (marked by the spread and merging of individual cultures on a global scale and made possible by technological evolution like the Internet, social media, and advances in transportation)

After a pandemic period, education is relied on online/offline education system, globalization and global social media networking. That's why, world countries' educational institutions had not transformed their education system to online regime. Nowadays, all countries have already adjusted new system. Globalization effects to Education management from a both of sides thus positive & negative. It improves the student's ability to acquire and utilize knowledge. plus, the introduction of globalization in education has made students great team players who can work closely in teams. Globalization has also enhanced the ability to manipulate symbols. Additionally, it fosters cultural diversity, exposing students to a variety of perspectives and teaching methods from around the world. This enhances their adaptability and cross-cultural understanding. globalization facilitates the exchange of educational best practices, allowing institutions to incorporate successful strategies and innovations from different regions. This sharing of knowledge contributes to the improvement of educational quality and management practices. By the way, globalization often leads to collaborative research and partnerships between institutions globally. This can result in joint projects, shared resources, and access to a broader pool of expertise, ultimately enriching the educational experience. Globalization can also have negative effects on educational management. One concern is the potential erosion of local cultures and values as globalized educational systems may prioritize standardized approaches that may not align with the cultural context of a particular region. This can lead to a loss of cultural identity and relevance in education. Moreover, the pressure to conform to global standards may create inequalities among institutions, favoring well-established and resource-rich institutions over those with fewer resources. This disparity can exacerbate educational inequalities both within and between countries. Additionally, the commercialization of education, driven by globalization, may prioritize profit over the educational well-being of students. This can lead to the commodification of education, with an emphasis on market-driven outcomes rather than holistic learning. The negative effects of globalization on educational management include cultural erosion, unequal access to resources, and the risk of education becoming overly commercialized. Balancing global influences with local needs is crucial to mitigating these challenges.

Social networking have some advantages and disadvantages which effects to educational management.

Advantages of social networking in Educational management:

- Enhanced communication (this improves transparency, enables timely information sharing, and enhances overall collaboration)
  - Global learning communications (social networks allow the creation of global learning communities where educators and students from different parts of the world can share insights, collaborate on projects, and broaden their perspectives)
  - Resource sharing (educational professionals can use social platforms to share resources, teaching materials and the best practices globally)
- Disadvantages of social networking in Educational management:
- Privacy concerns (Inadequate privacy measures may expose sensitive information to unintended audiences)
  - Distractions (social media can be a distraction for students, potentially diverting their attention away from educational activities. Striking a balance between leveraging social networking for learning and avoiding distractions is essential)
  - Cyberbullying (the interconnected nature of social media platforms increases the risk of cyberbullying, which can have severe consequences on students' mental health and well-being).
- In conclusion, I would like for us to always remember that universities must not only provide people with professions, but also with an education for life.

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